budget, dm consumer orders

item	# of customer orders (as of 9/1/93	cost/item	P&H/order	total	UPC REQ	VOLUME MOVED
sweatpants	14,801	5.55	4.55	149,490.10	30	444,030
mock T	12,289	1.75	3.28	61,813.67	20	245,780
sweatshirt	15,684	5.55	4.55	158,408.40	30	470,520
cap*	4,501	1.99	1.04	13,638.03	5	22,505
umbrella*	3,582	3.18	4.72	28,304.96	40	143,280
windbreaker*	5,034	13.27	4.55	89,726.02	50	251,700
			total	**$501,381.18**	**total**	**1,577,815**
					cpm	**3**

* These are the quantities for DM #2.
(These items are offered again to defensive mailing #3 with higher UPC requirements)

Source: https://www.industrydocuments.ucsf.edu/docs/ghby0004